ZDNet E-COMMERCE

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- Protect your PC
- IT Resource Centers

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Best Practices

Best Practices Home

Top 10 Best

Top 10 Worst

Methodology

About Creative Good

Nominate a Site

More Business

- Small Business
- Desktop Computing
- Security

Other Resource Centers

Pick a Resource Center

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E-Commerce
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Java

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BEST PRACTICES EVALUATION

Complete list: Best examples of e-commerce

Site/Example	Date reviewed
Tavolo.com: Buying advice with no questions asked	2/19/00
eBags.com: Customized comparison charts	2/22/00
Living.com: Cleverly presented furniture ensembles	2/20/00
Brookstone.com: Clearly designed bookmark lists aid shopping	2/13/00
Dellaweddings.com: Registry search requires minimal information from guests	2/4/00
HomeWarehouse.com: How-To guides are an excellent example of content/commerce integration	2/3/00
Williams-Sonoma: Clearly states when orders must be placed to meet a holiday deadline	1/25/00
Costco.com: Shipping charges disclosed on product pages	1/16/00
MySimon.com: One-click comparison shopping for popular items	1/5/00
Wine.com: Wine clubs help build ongoing relationships with customers	1/6/00
Moviefone: Well-designed movie page presents relevant info, expedites buying	12/30/99
Gymboree: Size chart is a good example of customer-focused navigation	12/14/99
Bluefly: Free shipping for the holidays regardless of order size	12/7/99
Nordstrom: Easy-to-find, customer-friendly return policy	12/7/99
eBay: Well-presented new-user links make it easy for auction novices to start bidding	11/29/99
Towerrecords.com: Advanced search feature turns inexact queries into correct results	11/15/99
iFlorist.com: Helpful shop-by-occasion feature	11/8/99
JCrew.com: Prominent link to weekly sales takes the work out of bargain hunting	11/1/99

News

- When dot-coms become dot-bombs
- A tale of Web winners and losers
- Demographics: Blue-collar folks charge onto the Web

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Opinion

- Trouble in e-paradise
- Signs of the B2B times
- B2B's messy relationships will get more entangled
- The supplier squeeze
- Amazon patents are bad news

More Opinion

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